



New Market Developer

Issue 1: January - February 2012

A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

Jamie Zmitko-Somers | zmitkoj@michigan.gov
International Marketing Manager

www.foodexport.org | www.michigan.gov/agexport | www.twitter.com/MIAgExport | www.fas.usda.gov

UPCOMING EVENTS



Webinar: Export Essentials: "Understanding How to Work with Freight Forwarders"

January 19 at 1:00 pm

[CLICK HERE](#)

Export Seminar with the Global Business Club
February 9, 2012
East Lansing, MI

Buyers Mission at the Food Marketing Institute Show

May 1 - 3

Dallas, TX

[CLICK HERE](#)

Food Service Buyers Mission at National Restaurant Assoc. Show

May 5 - 8

Chicago, IL

[CLICK HERE](#)

Summer Fancy Foods Buyers Mission

June 16 - 18

Washington DC

[CLICK HERE](#)

For a full listing of upcoming events, visit www.FoodExport.org

Booth Space available in Michigan Pavilion at FMI and NRA Shows

The Michigan Department of Agriculture and Rural Development (MDARD) is offering Michigan companies a chance to register for booth space in the Michigan Pavilion at the Food Marketing Institute (FMI) Show and the National Restaurant (NRA) Show.

The Food Marketing Institute Show is May 1 - 3, 2012 in Dallas, Texas. The cost of a 10 x 10 booth is \$2,600. The FMI show, hosts over 20,000 food distribution retailers and importers from over 90 countries.

The NRA Show is scheduled for May 5 - 8, 2012 at McCormick Place in Chicago, IL. Last year, the show hosted over 40,000 buyers from 112 different countries. Michigan companies that attended reported an expected increase sales of over \$15 million in 2011.

The NRA show brings foodservice, restaurant, hotel, and institutional buyer's from the U.S. and around the world.

MDARD will have a limited number of booths for interested Michigan companies.

The cost of a 10 x 10 booth is \$2,895.

Booth space is limited, contact Jamie Zmitko-Somers at 517-241-3628 if you have an interest in exhibiting at either show.



Register for Midwest Buyers Mission

Register to meet one-one-one with 18 international buyers at the Midwest Buyers Mission, July 23 - 27. Choose from meetings in Michigan, Wisconsin or Illinois. [Click Here](#) for more information and to Register!

America's Food & Beverage Show

The Michigan Department of Agriculture and Rural Development hosted a Michigan Pavilion at the America's Food and Beverage Trade show November 14 - 15, 2011 in Miami, Florida.

Michigan companies that participated in the show anticipate \$500,000 in increased purchases over the next six to twelve months. Companies also reported 61 new buyer contacts. One participant said "This

was our first time being at this show, we were very pleased with the number of contacts we made."

Michigan companies that exhibited include: All Fresh GPS, Michigan Apple Committee, Michigan Bean Commission, and Shoreline Fruit Growers.

For more information about the America's Food and Beverage Show visit their website at www.americasfoodandbeverage.com.



Page Two

A closer look into markets and services

2011 Ag. Exporter of the Year Application Now Available

Has your company had export success in recent years? The Michigan Department of Agriculture and Rural Development is now seeking self-nominations for the 2011 Agricultural Exporter of the Year Award, which recognizes a company's success in growing and developing export sales.

The award identifies a company as a dependable, dynamic business. This identification can bring further success, as a signal to international buyers of a company's quality and customer satisfaction.

Interested companies should contact Jamie Zmitko-Somers at zmitkoj@michigan.gov or [CLICK HERE](#). Application deadline is March 12.



2010 Exporter of the Year Cherry Central with Governor Rick Snyder

Apply Now for 2012 Branded Program Funds

The Branded Program provides qualifying companies a 50% cost reimbursement for a wide variety of international marketing activities including package and label modifications, advertising, in-store promotions and product demonstrations and fees for exhibiting at some overseas tradeshows. For more information on the Branded Program or any other Food Export-Midwest service visit, www.foodexport.org.

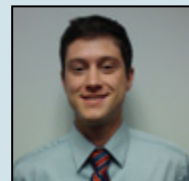
Addition to Food Export - Midwest Staff

Paul Weiss is the new Outreach and Customer Service (OACS) Coordinator for Food Export - Midwest. Paul is based out of the Chicago office.

He will work in conjunction with Jamie Zmitko-Somers of the Michigan Department of Agriculture and Rural Development on Food Export-Midwest events including buyer's missions, trade missions and seminars. They will work with MI exporters in 2012 on utilizing Food Export—Midwest programs for expanding export sales.

Paul began his tenure with Food Export in September after earning his bachelor's degree in Agriculture Economics with a focus on international trade. Paul has a passion for international trade and understands the benefits it can provide to the US agricultural sector.

You can reach out to Paul at (312) 334-9221 or pweiss@foodexport.org. He can help on any Food Export—Midwest related questions you may have.



Market Spotlight: Costa Rica

Costa Rica's lead trading partner is the United States; U.S. exports to Costa Rica account for over 47% of their import needs. Major exports include bulk commodities such as corn, soybeans and wheat. Other exports that are in demand by Costa Rica include snack foods, non-domestic fruits, and meat.

The Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) brings advantages to U.S. exporters. CAFTA-DR allows half of all agricultural products to be duty free. It also eliminates Costa Rica's dealer protection regimes, allows

nondiscriminatory treatment for U.S. firms in government procurement bids, and provides stronger protection for investors.

Companies interested in exploring to Costa Rica should consider traveling on the Focused Trade Mission to Costa Rica through Food Export Association of the Midwest. The trip is scheduled for May 14 – 16, 2012.

Attendees meet one-on-one with buyers and learn more about this emerging market. For more information [CLICK HERE](#) or contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

www.twitter.com/MIAgExport.

Become a Fan of MI Department of Agriculture and Rural Development on Facebook.



Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
Contact Elizabeth Khovsky by e-mail at KhovskyE@michigan.gov.

Issue 1: January - February 2012

New Market Developer